

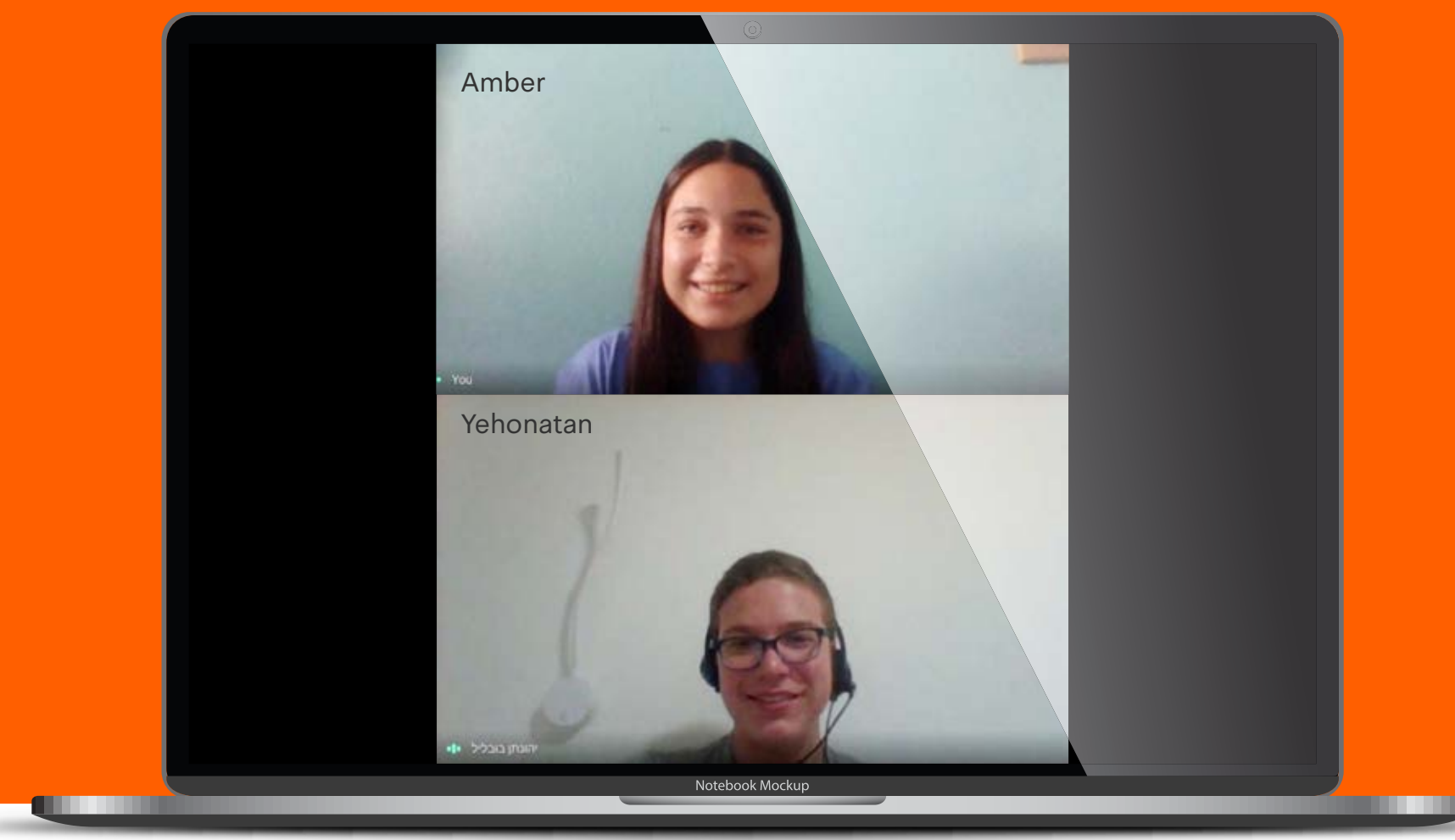


ENTER  
One2One

# Introduction

In early 2021, in the midst of the global pandemic, Enter launched One2One, an innovative educational exchange between Jewish high schoolers in Israel and the Diaspora. The initiative, a partnership with the Ministry of Education and Ministry of Diaspora Affairs, brought the “*mifgash*” experience online. Through a series of individualized, scripted encounters, spread out over several months, teens from Israel and English-speaking Diaspora communities had an opportunity to explore “big ideas” like Jewish peoplehood, human rights and “*arvut hadadit*” (mutual responsibility), while also discussing shared interests and engaging in cross-cultural dialogue.

**This special edition second quarter 2021 report spotlights One2One and Enter’s plans for the program going forward.**



“The one on one meetings were very **fun and interesting!** It was a **great experience** to meet someone from across the **world.**”

# One2One Formula

For Israelis, the One2One pilot tapped into two national priorities: deepening ties with the Jewish Diaspora and strengthening English language skills, which Israelis lag well behind their OECD peers. Israeli participants were recruited through the public education system, and their Diaspora partners came via a variety of youth movements, leadership programs, camps, and local community frameworks throughout North America and the U.K. Israeli students could earn credit for their matriculation or community service requirements, while we experimented with different incentive formulas for Diaspora teens.

**One2One** not only targeted teens, its impact was felt with the Israeli and Diaspora educators who were our implementing partners, and by extension with participants' families and communities, many of whom were exposed to the program's messages indirectly.



# Content of the Encounters

Even before the first “*mifgash*”, teens received an orientation on how to navigate cross-cultural dialogue and about the program’s expectations. In the first session, participants reviewed basic demographic and scene-setting information about World Jewry, while asking one another about their families, friends, communities and Jewish experiences. For many teens, it was their first exposure to Jewish life in a parallel society.

In the follow-on encounters, teens explored short readings and questions spotlighting Jewish values and Jewish experiences. Along the way, we discovered that many participants remained in the dialogues well beyond the allotted time, and some reported arranging additional encounters beyond the series.



# The Program in Numbers

Over **600 students** registered for the pilot, half in Israel and half in North America and the U.K.

The Israelis were drawn from a geographically and socio-economically diverse mix of 12 high schools in 10 cities around the country.

# The Program

Diaspora students came from over 20 different organizations and affiliations, from 15 different states across the US, Canada and the UK.

# The Program

**Dozens of teachers, youth group leaders and community professionals** were engaged as partners.

The centerpiece of the program was the series of five scripted, 1:1 encounters, typically on Sundays.

# Israeli and Diaspora Partnerships

One2One drew on the expertise of leading Israeli pedagogists specializing in “Israeli Jewish Culture” (*Tarbut Yehudit Yisraelit*) and “Jewish Peoplehood” (*Amiyut Yehudit*), including our lead content advisor Dr. Noga Cohavi.

More than a dozen Diaspora partners represented day schools, the Reform and Conservative movements, Federation-based youth engagement platforms and national advocacy groups like American Jewish Committee.





# Evaluation & Measurement

The program included a rigorous evaluation process. We engaged ReST (Dr. Ezra Kopelowitz) to conduct entry and exit surveys and also conducted spot focus groups at various midpoints. **Key findings include:**



The vast majority of teens (85%) enjoyed the program, with similar numbers saying they would register again.



A large majority of Israeli participants (89%) said they came away with a greater appreciation for Jewish life in their partner's country.



In the exit survey, Israeli participants reported increased confidence (88%) and motivation (76%) in their English studies. In the entry survey, 94% of Israeli students identified learning English as an important personal goal.



One2One demonstrated strong potential as a “gateway” experience that channels young people into Jewish peoplehood education.

- Three quarters (76%) of non-Israeli participants came away with stronger interest in learning Hebrew.
- A vast majority of Israelis (91%) are interested in follow-on opportunities for in-person meetings with “Jews from abroad” when they visit Israel.

# Next Steps

Given the outcomes of the pilot, Enter is committed to continuing the program and expanding its reach. Next year, we intend to increase participation five-fold, to reach a goal of 3,000 teens (1,500 pairs) and are exploring partnerships that will enable us to meet these ambitious recruitment goals.

In the next phase, we will evaluate One2One's content and look for ways to deepen and expand the "big ideas" and case studies, as well as integrate additional media formats and a more in-depth collaborative, culminating project.

We are exploring ways to significantly upgrade the technology platform the program uses, which is vital for pairing participants, monitoring and scheduling the encounters, maintaining privacy, and data collection and evaluation.

One2One not only meets Enter's goals of investing in education to ensure the Jewish people remain a global community that is united, secure and inclusive, but its low-cost structure, scalability and emphasis on reciprocity and mutuality are such that we believe the initiative has enormous growth potential.

Over the next decade, we aim to leverage One2One as a platform that revolutionizes online encounters, deepens and extends the in-person "mifgash" experience, and reinforces values of solidarity, mutual responsibility and inclusivity across the Jewish world.



# Professional Testimonials



“For high school students in our national English studies network, the One2One program has been critically important, providing an interactive opportunity to practice spoken English. It serves two national goals, strengthening Jewish peoplehood and improving practical skills.”

Dr. Tziona Levi, Head of English Language Department, Office of Pedagogical Affairs, Ministry of Education

# Professional Testimonials



“(My students) made connections with Jewish American teenagers and they practiced spoken English. In addition, they enjoyed the texts (and)... all this exposed my students to chapters of history which are not always included in school syllabus. I loved it. My students loved it too.”

Mercedes Hadad, Israeli teacher, Harel Amal Ulpana, Nahariya

# Professional Testimonials



“In this era of increasing disconnect between Israel and the Diaspora, One2One was a ray of light, allowing our teens to interact in meaningful and fun ways with Israeli teens, forging bonds and internalizing messages of connection that will inform their Jewish identities as they emerge into young adulthood. One2One is structured in the best way possible to strengthen the bonds of Jewish peoplehood through the minds and the hearts of our teens.”

Dr. Laura Shaw Frank, National Director, Contemporary Jewish Life, American Jewish Committee (AJC)

# Professional Testimonials



**“One2One has proven to be an incredible opportunity to bridge the gap between North American Jews and Israelis. We know that the development and fostering of individual relationships is critical to building a relationship with Israel and to expanding our teens’ understanding of Jewish Peoplehood. This program plants the critical seeds, and we look forward to building on our students’ experiences.”**

Rabbi Josh Weinberg, Vice President for Israel and Reform Zionism, Union of Reform Judaism (URJ), Executive Director, ARZA

# Student Testimonials



**“As part of English lessons, we took part in One2One project. I enjoyed this project so much. My partner Simone was nice and she taught me a lot about the culture and her life as an American. We exchanged phone numbers, talked a few times on WhatsApp and I hope we keep in touch. I really like meeting new people and I’m glad that I got a chance to meet someone from another country, who lives their life differently. I hope I helped Simone to see Israel ‘in a good light’ and that if she came to visit here sometime, we would meet.”**

Israeli participant

**“Finally, the day came and we had our first One2One meeting. It was great! We were supposed to talk for 30 minutes but we talked for an hour, because the conversation was very interesting.”**

Israeli participant

# Student Testimonials

“I learned that my Israeli partner and I share many similar values when it comes to respecting the Jewish homeland. We both believe that being Jewish impacts both of our daily lives and makes us have the same connection to our Jewish heritage. I learned that being Jewish isn't just a religion, but a community with all of the people around the world. I hope for the future we can use this information to better the lives of those involved and make the world a better place. Thank you so much for this opportunity to learn about my culture and make friends along the way.”

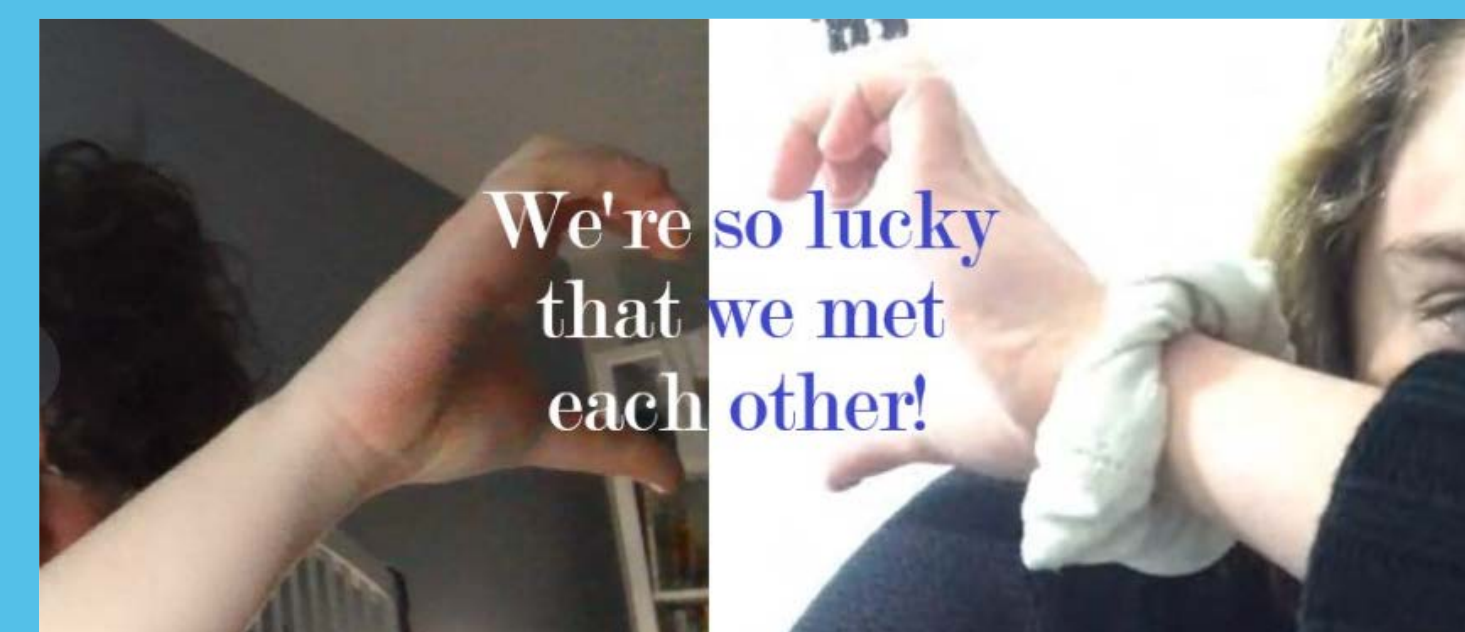
Diaspora participant



# Student Testimonials

“Reflecting on these 5 sessions, I am super glad I participated in this program. Although I have done many other programs with people from Israel, I liked the way this one ran with just 2 people because it really allowed both of us to speak and have good conversations without other people awkwardly watching/having a supervisor initiating the conversation. Most of the time in Hebrew School, we learn about the history of Israel and never what it is really like in modern day, so I think getting to speak with someone who has first-hand experience there was really refreshing from all the bad news you see there.”

Diaspora participant



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